



11/10/03

PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

		Application Number	10/627,077
		Filing Date	July 25, 2003
		First Named Inventor	John Richard Moorhouse
		Group Art Unit	3643
		Examiner Name	Unknown
Total Number of Pages in This Submission		Attorney Docket Number	1600-000002US

ENCLOSURES (check all that apply)

<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i>	<input type="checkbox"/> After Allowance Communication to Group
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<input type="checkbox"/> Response to Missing Parts/ Incomplete Application	Remarks	Charge any fees through pendency of this application to deposit account 08-0750 for Harness, Dickey Pierce, PLC.
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Anthony G. Fussner Harness, Dickey & Pierce, PLC
Signature	
Date	November 7, 2003

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Application No.: 10/627,077

Filing Date: July 25, 2003

Applicant: John Richard Moorhouse

Group Art Unit: 3643

Examiner: Unknown

Title: FISHING LURE

Attorney Docket: 1600-000002US

Commissioner for Patents
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LETTER

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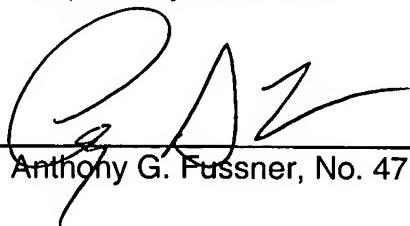
Dated: 11/7/03

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Respectfully submitted,

By:


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EV 298496763 US



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I, the undersigned, being an officer duly authorised in accordance with Section 74(1) and (4) of the Deregulation & Contracting Out Act 1994, to sign and issue certificates on behalf of the Comptroller-General, hereby certify that annexed hereto is a true copy of the documents as originally filed in connection with the patent application identified therein.

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26 JUL 02 E736400-1 C59021
P01/7700 0.00-0217357.3

1/77

Request for grant of a patent
GrantThe Patent Office
Concept House
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1. Your reference

2321-P101-GB

2. 0217357.3

26 JUL 2002 New

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Patents ADP number (*if you know it*)If the applicant is a corporate body, give the
country/state of its incorporation

N/A 334952602

4. Title of the invention

Fishing Lure

5. Name of your agent

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Patents ADP number

7807043001

6. If you are declaring priority from one or more
earlier patent applications, give the country
and the date of filing of the or of each of
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it*) the or each application number

Country

Priority application number
(*if you know it*)Date of filing
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N/A

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Number of earlier application

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8. Is a statement of inventorship and of right
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Continuation sheets of this form

Description	17
Claim(s)	06
Abstract	01
Drawings	12 + 12

10. If you are also filing any of the following, state how many against each item.

Priority documents	N/A
Translations of priority documents	N/A
Statement of inventorship and right to grant of a patent (<i>Patents Form 7/77</i>)	N/A
Request for preliminary examination and search (<i>Patents Form 9/77</i>)	One ✓
Request for substantive examination (<i>Patents Form 10/77</i>)	None
Any other documents (Please specify)	

11. I/We request the grant of a patent on the basis of this application.



Signature

Date Thursday, 25 July 2002

12. Name and daytime telephone number of person to contact in the United Kingdom

RALPH ATKINSON CPA
0114 275 2400

Fishing Lure

Background of the Invention

1. Field of the Invention

5 The present invention relates to fishing lures, in particular fishing lures for use within a fishing system for tidal waters; and to an associated method of assembling a fishing lure, weight and hook onto a fishing line.

2. Description of the Related Art

10 Fishing lures function to attract fish towards a hook upon which a fish may be caught.

15 A variety of fishing lures are known. Available types of fishing lures differ in size, shape, material, colour, smell and buoyancy; and additional features of some fishing lures include mechanisms to produce noise or vibrations, or to release a liquid attractant.

20 When selecting a fishing lure for use, an angler may consider a number of variables, for example, the water environment in which a fishing lure is to be used, the type of fish which is sought to be caught, the type of fishing system within which the fishing lure will be used, and the ease of use of a fishing lure. In addition, a fisherman may take into account his own or other peoples perceptions of what is attractive to a fish. For example, an angler may consider a style of motion of a fishing lure whilst in the water, to be particularly attractive to one or more types of fish.

Brief Summary of the Invention

According to a first aspect of the present invention, there is provided a fishing lure having a head portion and a body portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; wherein said first opening is configured to receive a fishing line, and said second opening is configured to receive a fishing weight.

According to a second aspect of the present invention, there is provided a kit of parts comprising at least one fishing lure having a head portion and a body portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; said first opening configured to receive a fishing line, and said second opening configured to receive a fishing weight; at least one weight and at least one hook.

According to a third aspect of the present invention there is provided a method of assembling a fishing lure, weight and hook onto a fishing line; said fishing lure having a head portion and a body portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; wherein said first opening is configured to receive a fishing line, and said second opening is configured to receive a fishing weight; comprising the steps of assembling said fishing lure onto said fishing line by passing said fishing line through said first opening and said second opening of said fishing lure; assembling said weight onto said fishing line; and assembling said hook onto said fishing line.

Brief Description of the Several Views of the Drawings

Figure A shows an angler using a prior art fishing system;

Figure B is an underwater view of the prior art fishing system shown in

Figure 1, in use;

5 Figure 1 is a side view of a fishing lure according to a preferred embodiment of the present invention;

Figure 2 shows the fishing lure shown in Figure 1 and a weight, both assembled onto the same fishing line;

Figure 3A shows a side view of the weight shown in Figure 2;

10 Figure 3B is a section on line A-A shown in Figure 3A;

Figure 4 shows a hook assembled onto the fishing line shown in Figure 2;

Figure 5 shows the fishing lure shown in Figure 2, being prepared to receive the weight and hook shown in Figure 4;

15 Figure 6 shows the weight and hook, shown in Figures 4 and 5, being inserted into the fishing lure, shown in Figures 2 and 5.

Figure 7 shows a fishing lure assembly, comprising the weight and hook, shown in Figures 4 and 5, inserted into the fishing lure, shown in Figures 2 and 5; all assembled onto the fishing line.

20 Figure 8 is an underwater view of the fishing lure assembly shown in Figure 7, in use;

Figure 9 shows the weight and hook, shown in Figures 4 and 5 assembled onto a fishing line, being removed from the fishing lure, shown in Figures 2 and 5 assembled onto the fishing line.

25 Figure 10 shows a retail unit comprising a plurality of fishing lures

according to the present invention, a plurality of weights, a plurality of hooks, a receptacle containing lubricant and packaging.

Written Description of the Best Mode for Carrying Out the Invention

5 Figure A shows an angler **A01** using a prior art fishing system **A02** in coastal water **A03**. Assembled to fishing rod **A04** is a spinning reel **A05**, around which a fishing line **A06** is wound. Fishing line **A06** extends from spinning reel **A05** along the length of fishing rod **A04**, along which are spaced a plurality of supporting hooks **A07** upon which fishing line **A06** rests.

10 Fishing line **A06** extends beyond fishing rod **A04**, and the free end **A08** of fishing line **A06** is secured to a bubble float **A09**. Bubble float **A09** comprises two hemispheres **A10**, each having a connecting hook **A11**, that releasably connect to each other. Bubble float **A09** is configured to be separated into the two hemispheres **A10** so that water **A12** can be placed 15 inside one of the hemispheres **A10**. Thus, when the hemispheres **A10** are connected together again, bubble float **A09** contains water **A12**.

20 As shown in *Figure A*, free end **A08** of fishing line **A06** is secured to a first connecting hook **A11** of bubble float **A09**. Prior art fishing system **A02** also comprises a swivel stop **A13**, which has two connecting hooks **A14**; a first of which is secured to the second connecting hook **A11** of bubble float **A09**. Lead line **A15** is secured to and extends from the second connecting hook **A14** of swivel stop **A13** to a prior art fishing lure **A16**. Swivel stop **A13** functions to prevent lead line **A15** from twisting.

25 Prior art fishing lure **A16** comprises a front portion **A17**, to which

lead line **A15** is connected at connection point **A18**, and a rear portion **A19**; the portions being pivotally connected to each other and each portion having a barbed hook **A20**.

Figure *B* shows an underwater view of prior art fishing system **A02** in use in tidal water **B01**. The function of prior art fishing lure **A16** is to attract fish, such as fish **B02**, **B03** and **B04**, by resembling a fish upon which fish, such as fish **B02**, **B03** and **B04**, feed in nature. Prior art fishing lure **A16** is configured such that a fish, such as fish **B03**, will attempt to feed upon prior art fishing lure **A16** and consequently will become caught on a barbed hook **A20**.

Angler **A01** is using prior art fishing system **A02** according to a known method, wherein angler **A01** casts out prior art fishing lure **A16** into water **B01**, and then reels in prior art fishing lure **A16** by means of winding fishing line **A06** upon spinning reel **A05**.

Thus, angler **A01** effectively drags prior art fishing lure **A16** through tidal water **B01**, in order to fool fish **B02**, **B03** and **B04**, which have a predatory nature, into thinking that prior art fishing lure **A16** is a real, swimming fish upon which they may feed.

Bubble float **A09** acts as a weight on the end of fishing line **A06**, to facilitate casting out of prior art fishing lure **A16**. However, bubble float **A09** also acts a float, and it can be seen from *Figure B* that bubble float **A09** is floating upon the crest of wave **B05**.

A disadvantage of this feature is that, due to the fixed length of lead line **A15**, as bubble float **A09** rises and falls due to the motion of tidal water **B01**, the maximum depth of prior art fishing lure **A16** below bubble float

5 **A09** correspondingly rises and falls. Thus, as shown in *Figure B*, the action of wave **B05** has resulted in prior art fishing lure **A16** being pulled away from, and possibly out of visible range of, fish **B02**, **B03** and **B04**. According to the speed and the action of wave **B05**, this may occur rapidly, and as a result, prior art fishing lure **A16** may move in an unnatural style which will discourage fish **B02**, **B03** and **B04** from attempting to feed upon prior art fishing lure **A16**.

10 A further disadvantage arising from the configuration of prior art fishing system **A02**, is that the action of angler **A01** reeling in fishing line **A06** effectively exerts a pulling force on bubble float **A09** and not directly upon prior art fishing lure **A16**. Thus, the degree of control angler **A01** can exert over prior art fishing lure **A16**, is reduced by the termination of fishing line **A06** at the first connecting hook **A11** of bubble float **A09**. During use of prior art fishing system **A02**, lead line **A15** is able to become slack, and consequently, prior art fishing lure **A16** is free to move in any direction according to the motion of tidal water **B01**. Thus, prior art fishing lure **A16** may have periods of erratic movement, which may discourage fish **B02**, **B03** and **B04** from attempting to feed upon prior art fishing lure **A16**.

20 Periods of unnatural erratic movement of prior art fishing lure **A16** may also result from a feature of prior art fishing system **A02**, wherein lead line **A15** is connected to prior art fishing lure **A16** at a single connection point **A18** on the front portion **A17**. Thus, even in circumstances under which lead line **A15** is in the fully taught position (as shown in *Figure A*), forces acting on prior art fishing lure **A16** may influence it to move randomly 25 in any direction about connection point **A18**.

As shown in *Figure B*, within tidal water **B01** are pieces of seaweed, and seaweed **B06** has become caught upon a barbed hook **A20** of prior art fishing lure **A16**. The presence of caught seaweed **B06** may have an adverse effect on the motion of prior art fishing lure **A16** as it is dragged through tidal water **B01**, and may alert fish **B02**, **B03** and **B04** to the fact that prior art fishing lure **A16** is not a real fish.

In addition, prior art fishing lure **A16** or bubble float **A09** may become entangled with seaweed, or flotsam and jetsam, to the extent that angler **A01**, is forced to sever fishing line **A06**, in order to release it from bubble float **A09**. This action results in the loss of bubble float **A09**, swivel stop **A13**, lead line **A15**, prior art fishing lure **A16**, and a length of fishing line **A06**; causing expense and inconvenience to angler **A01**.

Figure 1 shows a fishing lure **101** according to a preferred embodiment of the present invention. Fishing lure **101** has a head portion **102**, a body portion **103**, and a tail portion **104**. Within fishing lure **101** is an internal chamber **105**, having a first opening **106** and a second opening **107**. First opening **106** is located within head portion **102** of fishing lure **101** and is configured to receive a fishing line. Second opening **107** is located within body portion **103** of fishing lure **101** and is configured to receive a fishing weight. According to the preferred embodiment of the present invention, first opening **106** is a substantially circular aperture and second opening **107** is a substantially rectangular aperture, with a longitudinal major axis.

Fishing lure **101** is a facsimile of a sand eel, and has equivalent features of such a fish, including eyes **108**, mouth **109**, gills **110**, front fins **111**, scales **112** and rear fins **113**. In addition, fishing lure **101** has a flexible

tail fin 114, configured as a baffle plate.

Illustrated in *Figure 2* is a method by which fishing lure 101 is assembled onto a fishing line 201. Free end 202 of fishing line 201, shown held by hand 203, is passed in the direction of arrow 204 to the front of fishing lure 101, through first opening 106 into internal chamber 105, and from internal chamber 105 through second opening 107 out underneath fishing lure 101. In this way, fishing lure 101 is threaded upon fishing line, with first opening 106 of internal chamber 105 up-line along fishing line 201 from second opening 107. Head portion 102 of fishing lure 101. *Figure 2* also shows a fishing weight 205, described in further detail below with reference to *Figures 3A and 3B*. Fishing weight 205 is shown assembled onto fishing line 201, down-line from fishing lure 101.

Figure 3A shows an enlarged view of fishing weight 205, which is a type known as a torpedo fishing weight. Fishing weight 205 defines a passageway 301 extending therethrough. Passageway 301 comprises a front portion 302, which is radial about the central longitudinal axis of fishing weight 205, and a rear portion 303, the cross-sectional shape of which is shown in more detail in *Figure 3B*.

The cross-sectional shape of rear portion 303 is symmetrical about each of perpendicular major and minor axes, with the distance between negative and positive points on the major axis being greater than the distance between negative and positive points on the minor axis; the cross-section having a curved inside surface, and the axis intersection points being points on the inside surface at the greatest distance from the origin of the axes and the negative and positive points approximately forty-five degrees

from each axis being points on the inside surface at the least distance from the origin of the axes. In cross-section, the inside surface of passageway 301 forms a concave curve between each axis intersection point and a point approximately forty-five degrees between the axes, in the region of which the 5 inside surface forms a convex curve.

As shown in *Figure 3B*, front portion 302 of passageway 301 is smaller in cross-sectional area than the cross-sectional area of rear portion 303, such that within fishing weight 205, there is a face 304, perpendicular to the central longitudinal axis of fishing weight 205, at the point along 10 passageway 301 where front portion 302 opens out into rear portion 303.

In use, fishing weight 205 is assembled onto fishing line 201 such that rear portion 303 of passageway 301 is down-line from front portion 302.

15 *Figure 4* shows a fishing hook 401 assembled onto fishing line 201, down-line from fishing weight 205. Fishing hook 401 has a connecting eye 402 (shown from the side) around which free end 202 of fishing line 201 is tied, a shank 403, two barbs 404, and a barbed crook 405.

Rear portion 303 of passageway 301 is configured such that 20 connecting eye 402 of fishing hook 401 will slot into fishing weight 205, in the direction of arrow 403. The cross-sectional shape of rear portion 303 of passageway 301 is configured such that connecting eye 402 of fishing hook 401 will fit into the previously described major axis section of rear portion 303. This feature functions to prevent fishing hook 401 rotating within fishing weight 205.

In addition, the length of rear portion 303 is such that 25 403 when fishing hook 401 is inserted into fishing weight 205, part of the shank 403 of fishing

hook 401 is retained within fishing weight 205. This feature advantageously reduces the overall length of the fishing weight 205 and fishing hook 401 in use, compared to fishing weight 205 and fishing hook 401 being assembled side by side.

5 Fishing lure 101 is configured such that fishing weight 205, and in addition, fishing hook 401, can be removably inserted through second opening 107 of internal chamber 105 into fishing lure 101. As shown in Figure 5, fishing lure 101 is preferably prepared by inserting an amount of lubricant 501 into internal chamber 105 prior to inserting fishing weight 205 10 into fishing lure 101. Lubricant 501 is contained within a receptacle 502, having an elongate tapered nozzle 503 to facilitate the lubrication of internal chamber 105 of fishing lure 101.

15 Figure 6 shows fishing weight 205 and fishing hook 401 being inserted into fishing lure 101. According to the preferred method of assembling fishing lure 101, fishing weight 205 and fishing hook 401 onto fishing line 201, fishing hook 401 is inserted into fishing weight 205 prior to fishing weight 205 being inserted into internal chamber 105 of fishing lure 101. This step facilitates the insertion of fishing hook 401 into internal chamber 105, compared to inserting fishing hook 401 into fishing weight 205 after fishing weight 205 has been inserted into internal chamber 105 of fishing lure 101. 20

Hand 203 is shown in Figure 6 pulling fishing line 201 through fishing lure 101 in the direction of arrow 601. This action reduces the amount of slack fishing line 201 within fishing lure 101, between fishing hook 401 and first opening 106 of internal chamber 105, and may also aid the process of 25 inserting fishing weight 205 and fishing hook 401 into internal chamber 105,

by exerting a pulling force upon fishing hook 401.

Figure 7 shows a fishing lure assembly 701 according to the present invention. Fishing lure 101 is prepared for use, with fishing weight 205 and fishing hook 401 fully inserted and positioned within internal chamber 105; 5 fishing lure 101, fishing weight 205 and fishing hook 401 assembled sequentially down-line onto fishing line 201. It can be seen from Figure 7 that barbed crook 405 of fishing hook 401 is positioned on the underside fishing lure 101.

As previously described, fishing hook 401 fits into the major axis 10 section of rear portion 303, such that rotational movement of fishing hook 401 within fishing weight 205 is prevented. Fishing weigh 205 fits tightly inside internal chamber 105, such that rotational movement of fishing weight 205 within fishing lure 101 is inhibited. In combination, these features inhibit movement of barbed crook 405 from the desired position on the underside of 15 fishing lure 101. In addition, the preferred rectangular configuration of second opening 106 further inhibits such movement.

Fishing lure assembly 701 is suitable for use within a fishing system comprising a fishing rod, such as fishing rod A04, to which is assembled a spinning reel, such as spinning reel A05. However, as shown in Figure 8, 20 fishing lure assembly 701 is suitable for use within a fishing system that does not comprise a float, such as bubble float A09, a swivel stop, such as swivel stop A13 or a lead line, such as lead line A15.

This feature provides for a reduction in the cost of the fishing system and the amount of equipment that is normally transported by an angler. In 25 addition, due to the reduction in the number of fishing system components.

which could become entangled with seaweed, or flotsam or jetsam, the risk of an angler having to sever fishing line 201 as a consequence is reduced.

Figure 8 shows fishing lure 101 being used in tidal water 801 to attract fish 802 and 803, according to the known method described with reference to
5 *Figure B.*

As previously described, within prior art fishing system A02, bubble float A09 acts as a weight on the end of fishing line A06 to facilitate casting out of prior art fishing lure A16. Within fishing lure assembly 701, fishing weight 205 acts as a weight on the end of fishing line 201 to facilitate casting 10 out of fishing lure 101.

In addition, fishing weight 205 also functions to balance fishing lure 101 whilst being dragged through tidal water 801; the weight provided by fishing weight 205 functioning to maintain fishing lure 101 within tidal water 801 and acting as a counterbalance to the effects of forces acting upon 15 fishing lure 101.

As shown in *Figure 8*, fishing line 201 is directly secured to fishing lure assembly 701, such that a pulling force exerted on fishing line 201, in the direction of arrow 804, will be transferred to fishing lure assembly 701. This feature confers greater control over fishing lure 101 to an angler, for example, greater control over the speed of fishing lure 101, moving in the direction of 20 arrow 804, as fishing line 201 is reeled in by an angler.

As previously described, fishing line 201 is secured to connecting eye 402 of fishing hook 401. According to the arrangement of fishing lure assembly 701, connecting eye 402 is located within fishing weight 205, which 25 is located in internal chamber 105 of fishing lure 101. With this arrangement,

the pulling force exerted upon fishing line 201 as it is reeled in acts directly upon fishing hook 401. This feature confers to an angler greater control over the direction in which fishing lure 101 moves as the angler reels fishing line 201 in.

Referring to prior art fishing system A02, the described risk of rapid depth fluctuation of prior art fishing lure A16, used in combination with bubble float A09, swivel stop A13 and lead line A15, is reduced by directly securing fishing line 201 to fishing assembly 701. This feature also functions to maintain fishing lure 101 at an effective depth, such as the depth of fish 802 and fish 803.

As described with reference to and as shown in *Figures 3A and 3B*, fishing weight 205 defines a passageway 301 therethrough about the central axis thereof, such that the weight provided by fishing weight 205 is distributed approximately uniformly about fishing line 201 when assembled within fishing lure assembly 701. Correspondingly, this feature functions to increase the uniformity with which fishing lure 101 moves as it is reeled in through tidal water 801.

Preferably, first opening 106 of internal chamber 105 of fishing lure 101 is a relatively small size, in order to reduce the risk of water entering internal chamber 105, to reduce any drag effects, and to inhibit movement of fishing lure 101 about the point along fishing line 201 where fishing line 201 enters first opening 106 of internal chamber 105.

Fishing lure 101 is configured such that the movement of flexible tail portion 114 is uninhibited when fishing lure 101 is assembled into fishing lure assembly 701. Flexible tail portion 114 is configured to maintain fishing lure

101 in the upright position whilst being reeled in through tidal water 801, and is further configured such that as fishing lure 101 moves through tidal water 801, in the direction of arrow 804, flexible tail portion 114 oscillates side to side in the directions indicated by double headed arrow 805.

5 The realistic motion achieved by fishing lure 101 within fishing lure assembly 701, increases the attractiveness of fishing lure 101 to fish, such as fish 803.

In the event that fish 803 attempts to feed upon fishing lure 101 and becomes caught upon fishing hook 401, according to the configuration of 10 fishing lure assembly 701, fishing lure 101 is able to travel up-line along fishing line 201. This may occur due as a result of the action of fish 803 whilst becoming caught upon fishing hook 401, or an angler may move fishing lure 101 if required. This feature reduces the degree of interference of fishing lure 101 during the process of an angler removing fishing hook 401 from 15 successfully caught fish 803. In addition, the risk of damage to fishing lure 101 is reduced, thus providing for an increase in the working life of fishing lure 101, which may be re-used.

Fishing lure assembly 701 is configured to be separated into the 20 fishing lure 101, fishing line 201, fishing weight 205 and fishing hook 401 components.

Figure 9 illustrates a preferred method of removing fishing weight 205 and fishing hook 405 from within internal chamber 105 of fishing lure 101; wherein fishing weight 205, with fishing hook 401 remaining inserted inside, is manipulated by hand 203 until both fishing weight 205 and fishing hook 25 401 are tilted towards second opening 107 of internal chamber 105. Fishing

weight 205, shown held by hand 203, is then squeezed out from internal chamber 105, in the direction of arrow 901. To assist the removal of fishing weight 205 from fishing lure 101, an amount of lubricant 501 may be inserted into internal chamber 105 prior to or during the manipulation of fishing weight 205.

It can be observed from *Figure 9* that as fishing weight 205 is tilted towards second opening 107 of internal chamber 105, fishing line 201 is drawn into internal chamber 105. In addition, *Figure 9* shows hand 203 positioned on the upper side of fishing lure 101, away from first opening 106 of internal chamber 105, such that the movement of fishing line 201 through fishing lure 101 is uninhibited.

Fishing lure 101 is configured such that fishing weight 205 is removable, to allow an angler to use a variety of fishing weights, having different weights, in combination with fishing lure 101. Similarly, fishing assembly 701 is configured such that an angler may use a variety of fishing hooks, having different dimensions or style or number of barbs, in combination with fishing lure 101. Thus, an angler may select a fishing weight from a plurality of fishing weights suitable for use in combination with fishing lure 101 and a fishing hook from a plurality of fishing weights suitable for use in combination with fishing lure 101, according to the fishing conditions.

Figure 10 shows a retail pack 1001. Retail pack 1001 comprises three fishing lures 1002, 1003 and 1004 according to the present invention; fishing lure 1002 having smaller dimensions than fishing lure 1003, which has smaller dimensions than fishing lure 1004. Fishing lures 1002, 1003, 1004 are similar to previously described fishing lure 101.

Retail pack 1001 further comprises three fishing hooks 1005, 1006 and 1007; fishing hook 1005 having smaller dimensions than fishing hook 1006, which has smaller dimensions than fishing hook 1007. Fishing hooks 1005, 1006, 1007 are similar to previously described fishing hook 401.

5 Retail pack 1001 also comprises three fishing weights, 1008, 1009, 1010 fishing weight 1008 having smaller dimensions than fishing weight 1009, which has smaller dimensions than fishing weight 1010. Fishing weights 1008, 1009, 1010 are similar to previously described fishing weight 205.

10 In addition, retail pack 1001 comprises a receptacle 1011 containing lubricant 1012. Receptacle 1011 is similar to previously described receptacle 502, and has an elongate nozzle 1013. The components of retail pack 1001 are grouped together by packaging 1014 for the convenience of both retailer and purchaser.

15 Fishing lure 101 is configured such that fishing lure 101, fishing weight 205 and fishing hook 401 can be assembled into fishing lure assembly 701 quickly and easily. Correspondingly, fishing weight 205 and fishing hook 401 can be changed by an angler quickly and easily.

An angler may therefore conveniently take retail pack 1001 on an
20 angling expedition, and may select a heavier weight, such as fishing weight 1010, for use in combination with fishing lure 101 in spring tide conditions; or a lighter weight, such as fishing weight 1008, for use in combination with fishing lure 101 in neap tide conditions.

Fishing lure 101 is preferably fabricated from a flexible material, such
25 as rubber. A flexible material is advantageous in assisting the manipulation of

fishing lure 101 during the processes of inserting fishing weight 205 and fishing hook 401 into internal chamber 105 of fishing lure 101, and removing fishing weight 205 and fishing hook 401 from internal chamber 105 of fishing lure 101. In addition, a durable, flexible material provides for an increase in 5 the working life of fishing lure 101 which is configured to be assembled into and separated from fishing lure assembly 701 a plurality of times.

Furthermore, many types of rubber are available, for example, having different densities, colours, degrees of transparency or different effects, such as gloss or sparkly. Preferably, fishing lure 101 has a degree of transparency, 10 such that internal chamber 105 is visible, to facilitate a user of fishing lure 101 in the process of assembling fishing lure 101 into fishing lure assembly 701, and similarly to facilitate the process of separating fishing lure assembly 701 into the separate components.

Fishing lure 101 is described for use in tidal waters, however a fishing 15 lure according to the present invention is suitable for use in other types of water, for example freshwater lakes. Furthermore, the present invention may be embodied in a fishing lure that is not a facsimile of a fish, or is a facsimile of any other type of fish.

Claims:

1. A fishing lure having a head portion and a body portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; wherein
5 said first opening is configured to receive a fishing line, and
 said second opening is configured to receive a weight.
2. A fishing lure according to claim 1, wherein said fishing lure is a
10 facsimile fish.
3. A fishing lure according to claim 2, wherein said fishing lure is a
 facsimile of a sand eel.
4. A fishing lure according to any preceding claim wherein said
15 fishing lure is rubber.
5. A fishing lure according to any preceding claim wherein said
 fishing lure is translucent.
6. A kit of parts for a fishing lure assembly comprising
 at least one fishing lure having a head portion and a body portion,
 said fishing lure defining an internal chamber having a first opening in said
 head portion and a second opening in said body portion; said first opening
25 configured to receive a fishing line, and said second opening configured to

receive a fishing weight;
at least one weight; and
at least one hook.

5 7. A kit of parts for a fishing lure assembly according to claim 6,
wherein said second opening of said fishing lure is configured such that said
weight can be removably inserted into said internal chamber.

10 8. A kit of parts for a fishing lure assembly according to claim 6 or
claim 7, wherein said weight defines a passageway therethrough configured
to receive said fishing line.

15 9. A kit of parts for a fishing lure assembly according to claim 8,
wherein said passageway of said weight is configured to receive a portion of
said hook.

10 10. A kit of parts for a fishing lure assembly according to any of
claims 6 to 9, wherein said kit of parts further comprises a receptacle
containing lubricant.

20 11. A kit of parts for a fishing lure assembly according to claim 10,
further comprising packaging arranged to group said at least one fishing lure,
said at least one weight, said at least one hook and said receptacle
containing lubricant together.

12. A kit of parts for a fishing lure assembly according to any of claims 6 to 11, wherein said fishing lure is a facsimile fish.

13. A kit of parts for a fishing lure assembly according to claim 12, 5 wherein said fishing lure is a facsimile of a sand eel.

14. A kit of parts for a fishing lure assembly according to any of claims 6 to 13, wherein said fishing lure is rubber.

10 15. A kit of parts for a fishing lure assembly according to any of claims 6 to 14, wherein said fishing lure is translucent.

16. A kit of parts for a fishing lure assembly according to any of claims 6 to 15, wherein said hook comprises a plurality of barbs.

15 17. A method of assembling a fishing lure, weight and hook onto a fishing line; said fishing lure having a head portion and a body portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; wherein said first opening is configured to receive a fishing line, and said second opening is 20 configured to receive a fishing weight; comprising the steps of

assembling said fishing lure onto said fishing line by passing an end of said fishing line through said first opening and said second opening of said fishing lure;

25 assembling said weight onto said fishing line; and

assembling said hook onto said fishing line.

18. A method of assembling a fishing lure, weight and hook onto
a fishing line according to claim 17, wherein said weight defines a
5 passageway therethrough configured to receive said fishing line.

19. A method of assembling a fishing lure, weight and hook onto
a fishing line according to claim 18; wherein said weight is assembled onto
said fishing line by the step of passing said end of the fishing line through
10 said passageway of the weight.

20. A method of assembling a fishing lure, weight and hook onto
a fishing line according to any of claims 17 to 19, wherein said passageway
of said weight is configured to receive a portion of said hook.
15

21. A method of assembling a fishing lure, weight and hook onto
a fishing line according to claim 20 further comprising the steps of
inserting a portion of said hook into said weight; and
inserting said weight into the internal chamber of said fishing lure.
20

22. A method of assembling a fishing lure, weight and hook onto
a fishing line according to any of claims 17 to 21 further comprising the steps
of inserting lubricant into said internal chamber of said fishing lure.
25

23. A method of assembling a fishing lure, weight and hook onto

a fishing line according to any of claims 17 to 22, wherein said second opening of said fishing lure is configured such that said weight can be removably inserted into said internal chamber.

5 **24.** A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims 17 to 23, wherein said fishing lure is a facsimile fish.

10 **25.** A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims 17 to 24, wherein said fishing lure is a facsimile of a sand eel.

15 **26.** A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims 17 to 25 wherein said fishing lure is rubber.

20 **27.** A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims 17 to 26 wherein said fishing lure is translucent.

25 **28.** A method of assembling a fishing lure, weight and hook onto a fishing line according to any of claims 17 to 27 wherein said hook comprises a plurality of barbs.

25 **29.** A fishing lure substantially as herein described with reference

to and as shown in *Figures 1 to 10.*

30. A kit of parts for a fishing lure assembly substantially as herein described with reference to and as shown in *Figures 1 to 10.*

5

31. A method of assembling a fishing lure, weight and hook onto a fishing line substantially as herein described with reference to and as shown in *Figures 1 to 10.*

10

32. A fishing lure assembly substantially as herein described with reference to and as shown in *Figure 7.*

Abstract of the Disclosure
Fishing Lure

5 A fishing lure (101) having a head portion (102) and a body portion (103), the fishing lure (101) defining an internal chamber (105) having a first opening (106) in the head portion (102) and a second opening (107) in the body portion (103). The first opening (106) is configured to receive a fishing line (201), and the second opening (107) is configured to receive a weight 10 (205). In an associated fishing lure assembly (701), the fishing lure (101) is threaded onto a fishing line (201), and a weight (205) and a hook (401) are assembled onto the same fishing line (201). The shank (403) of the hook (401) is inserted into the rear portion (303) of passageway (301) defined by weight (205), and the weight (205), with hook (401) retained inside, is 15 inserted into the internal chamber (105) of fishing lure (101) via second opening (107).

(Figure 7)

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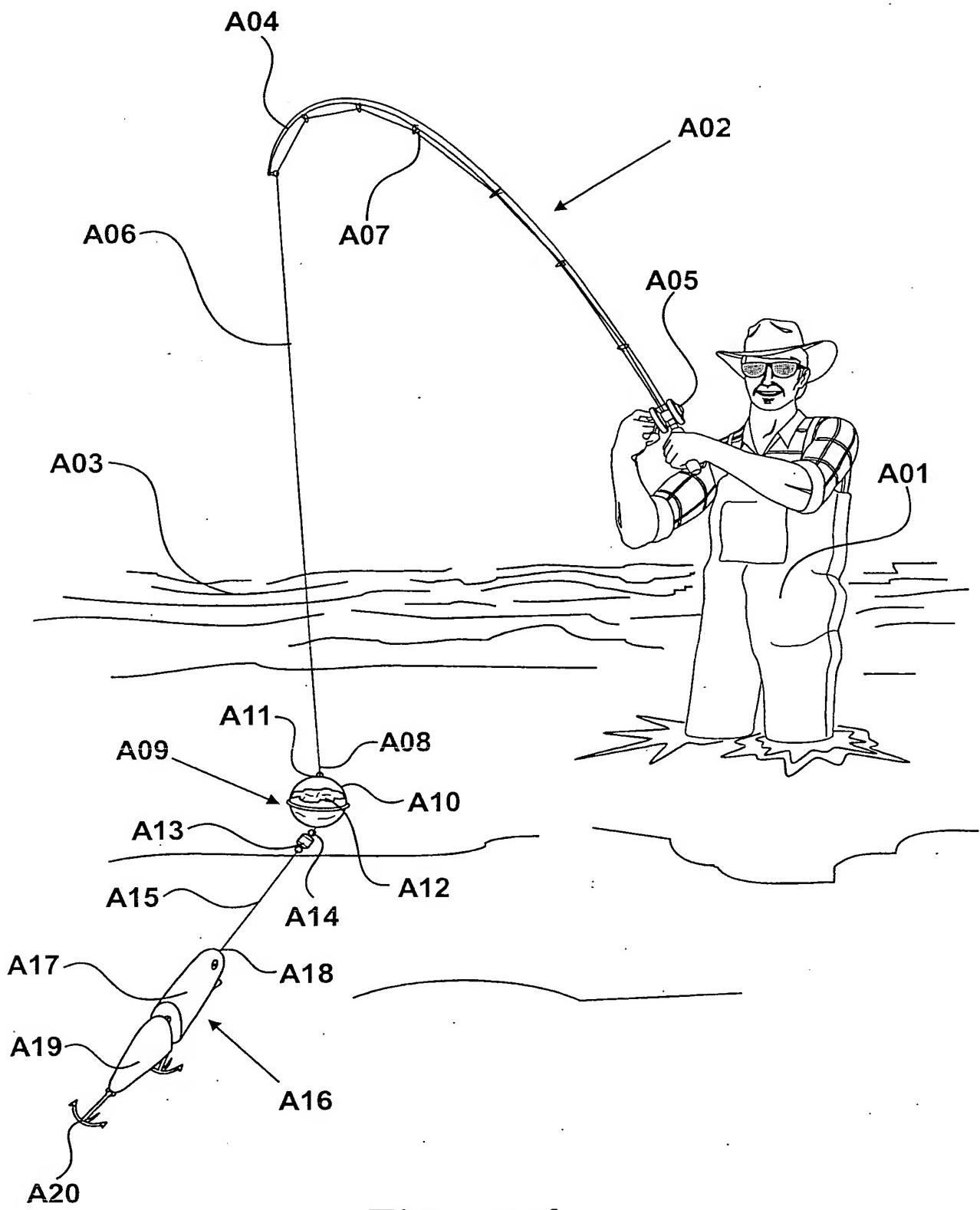


Figure A

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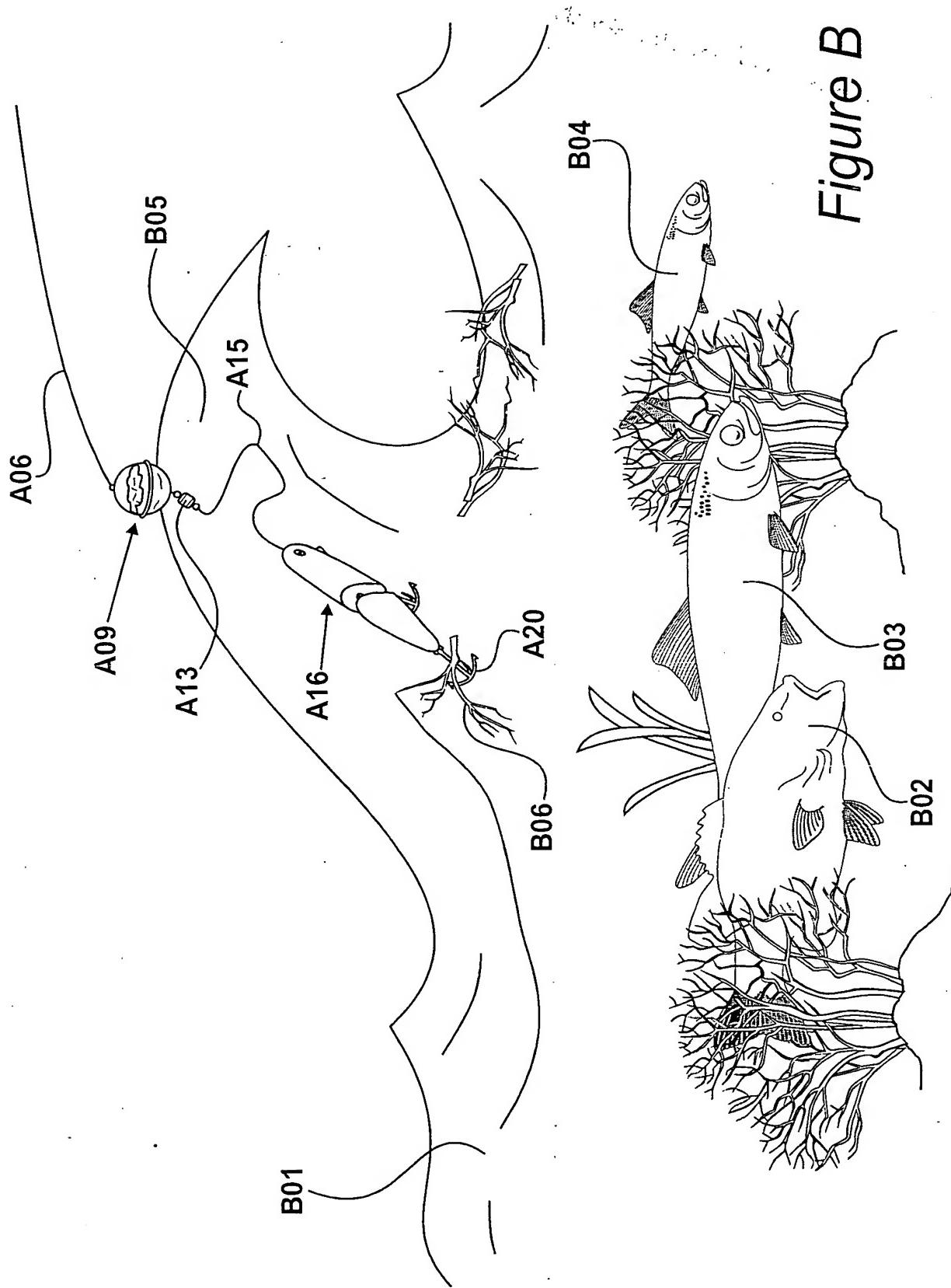


Figure B

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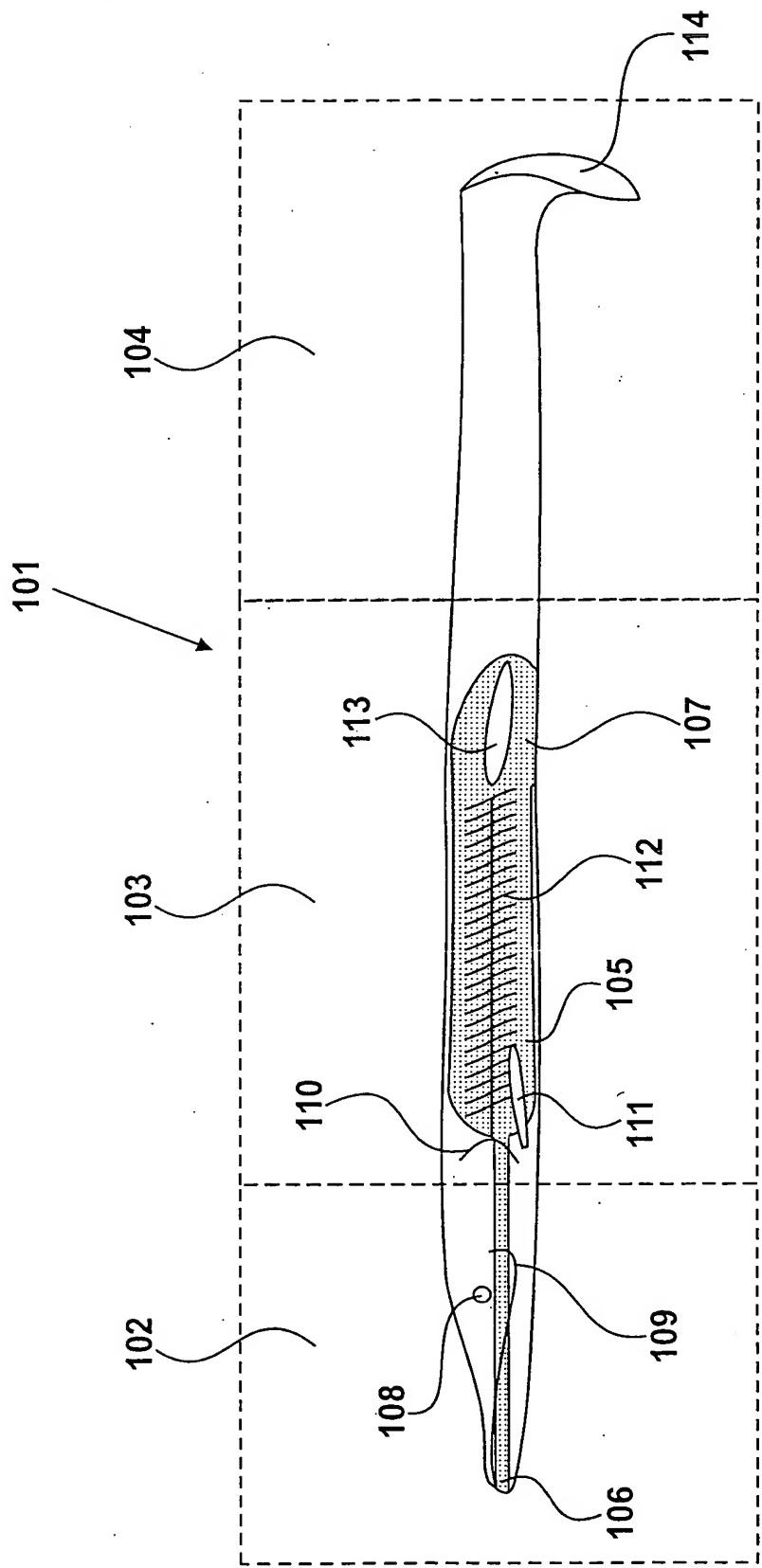


Figure 1

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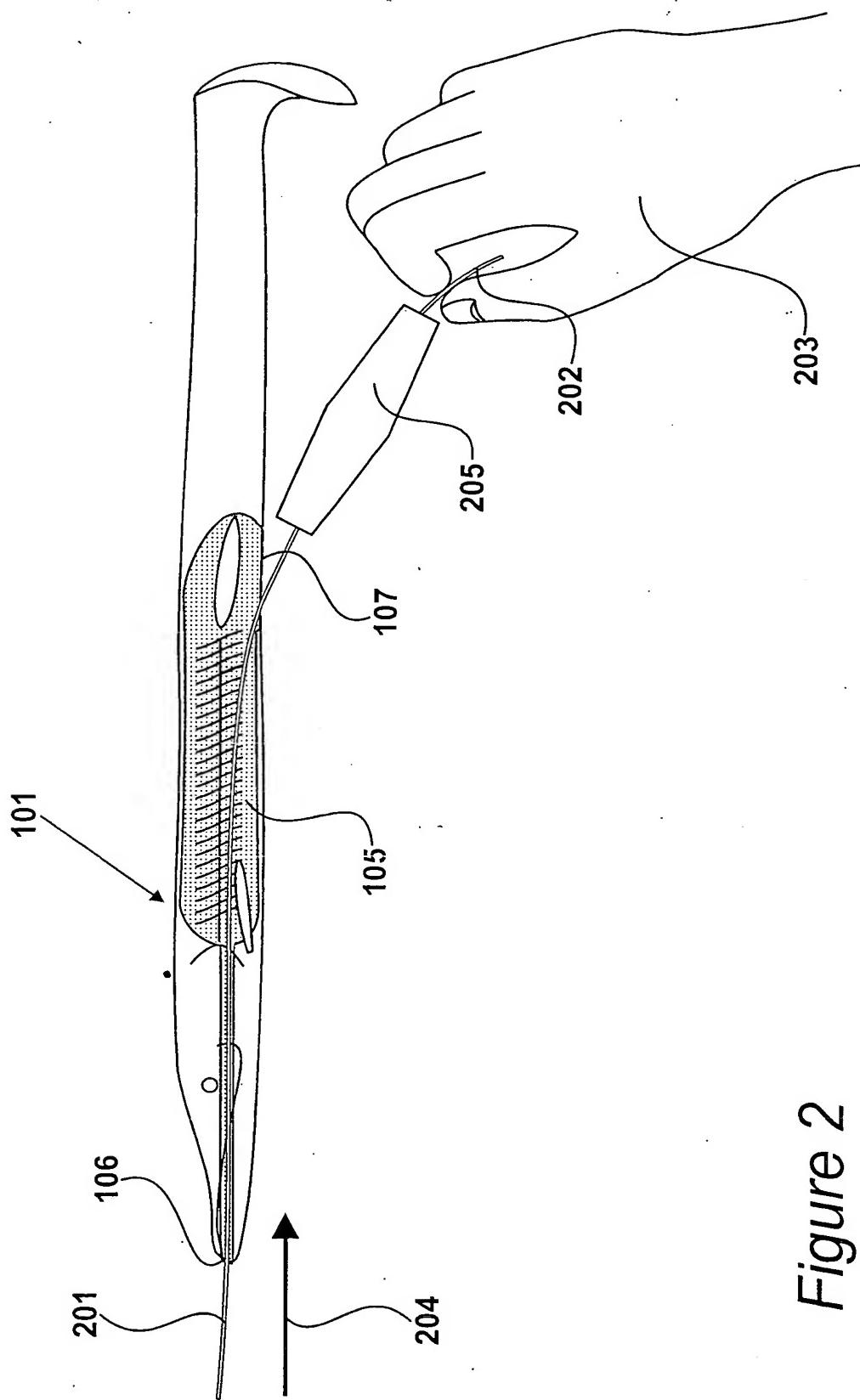


Figure 2

5/12

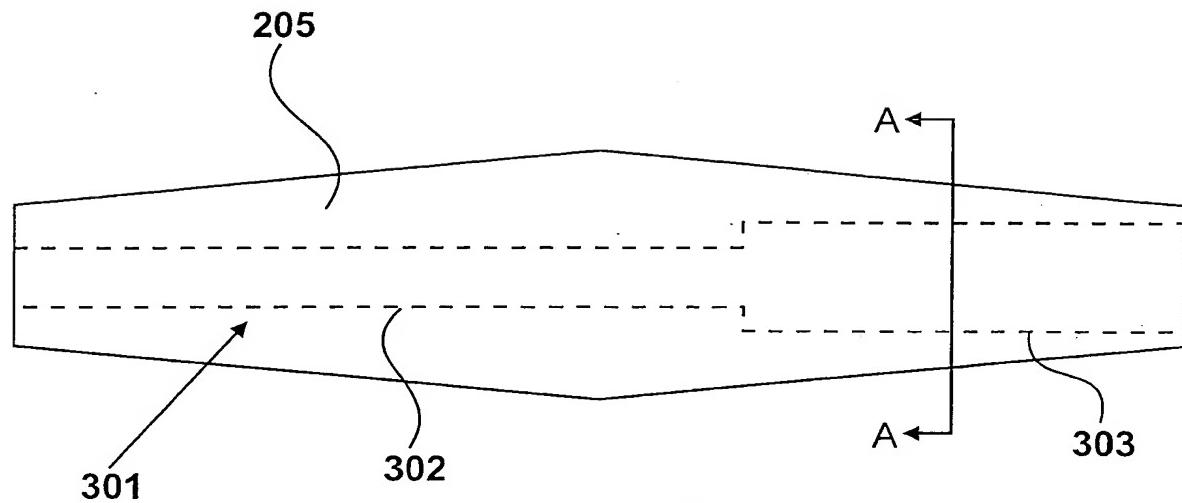


Figure 3A

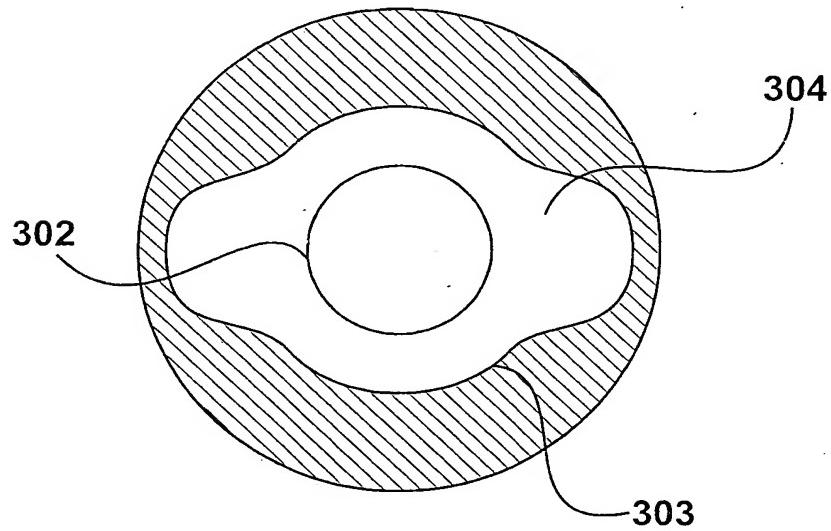


Figure 3B

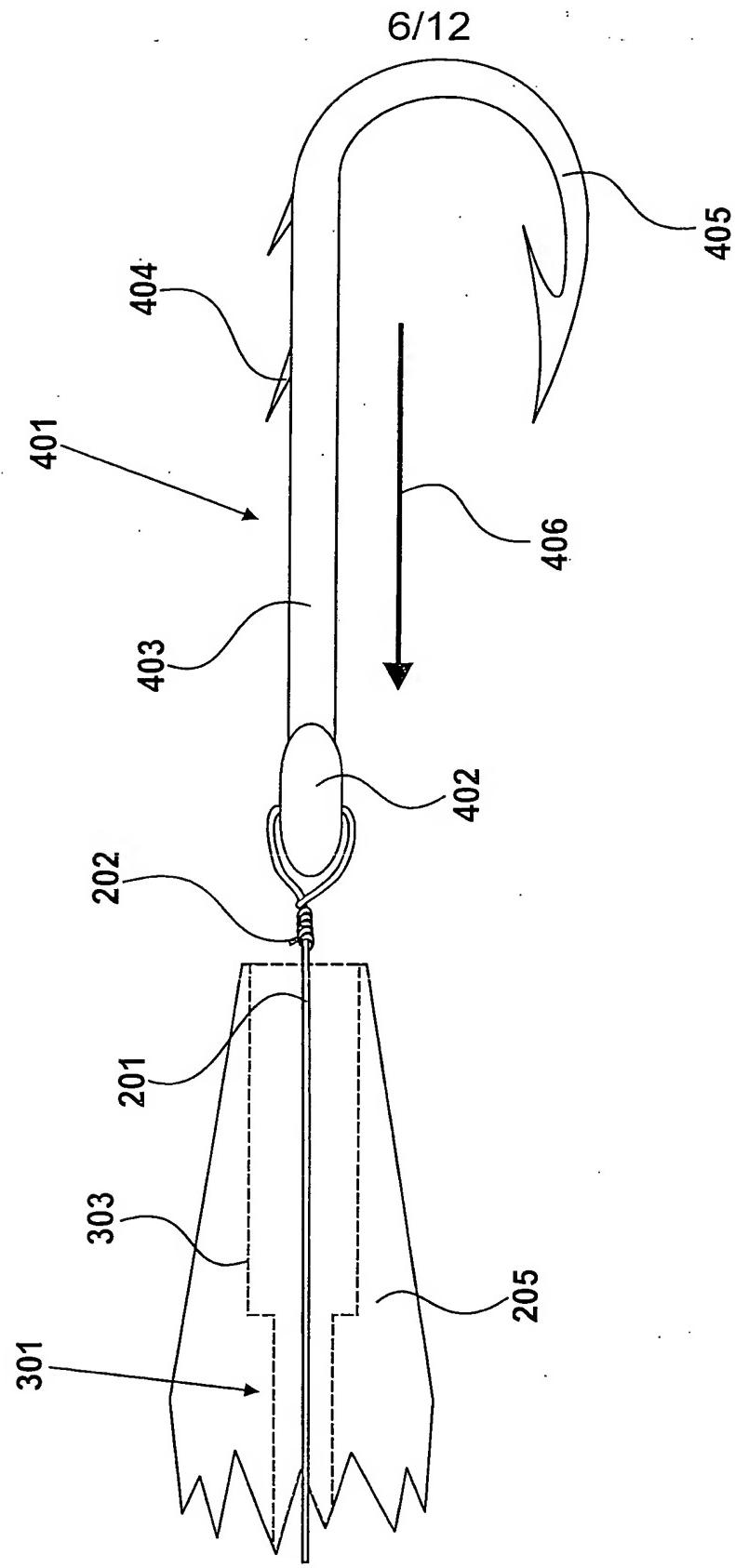


Figure 4

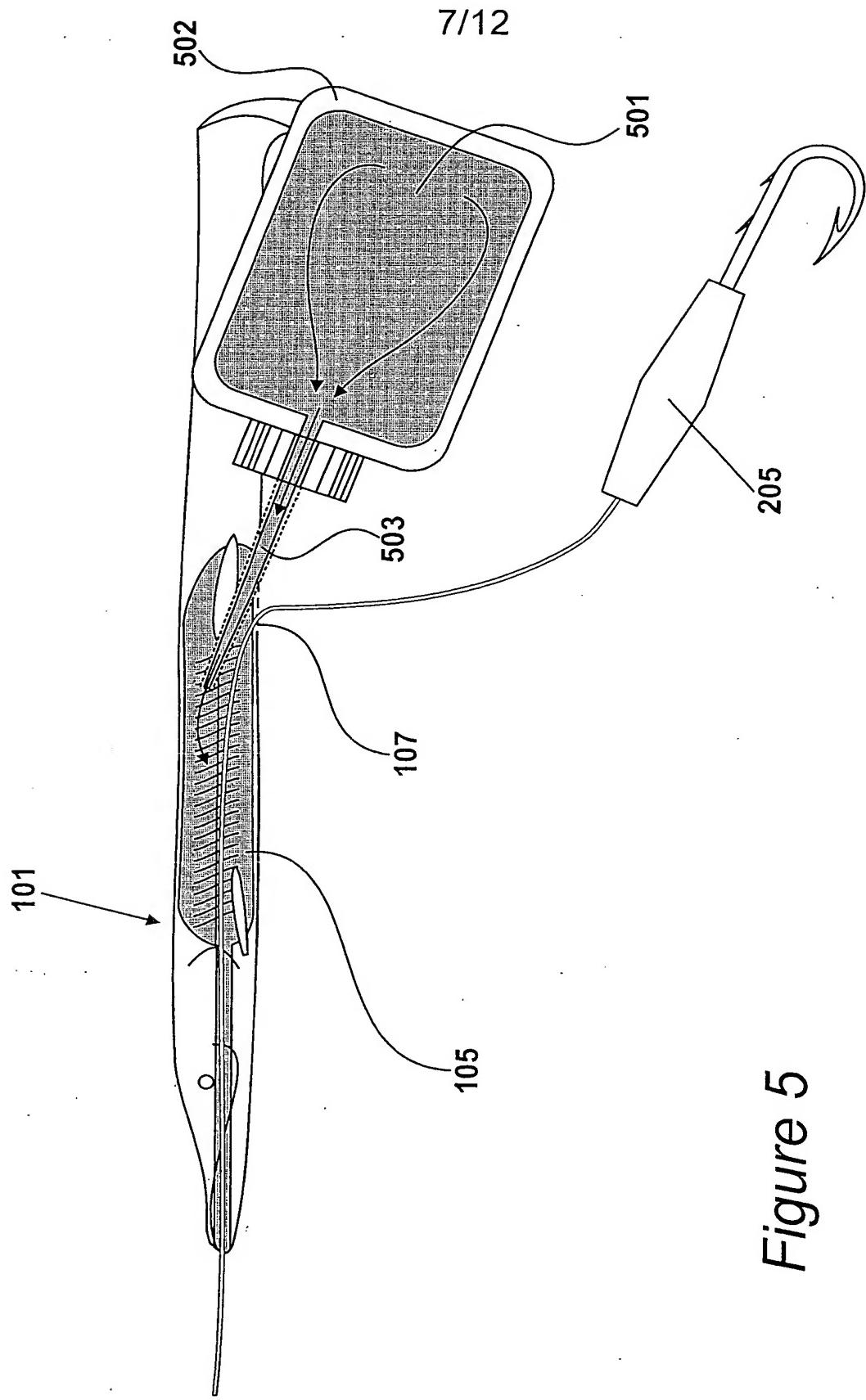


Figure 5

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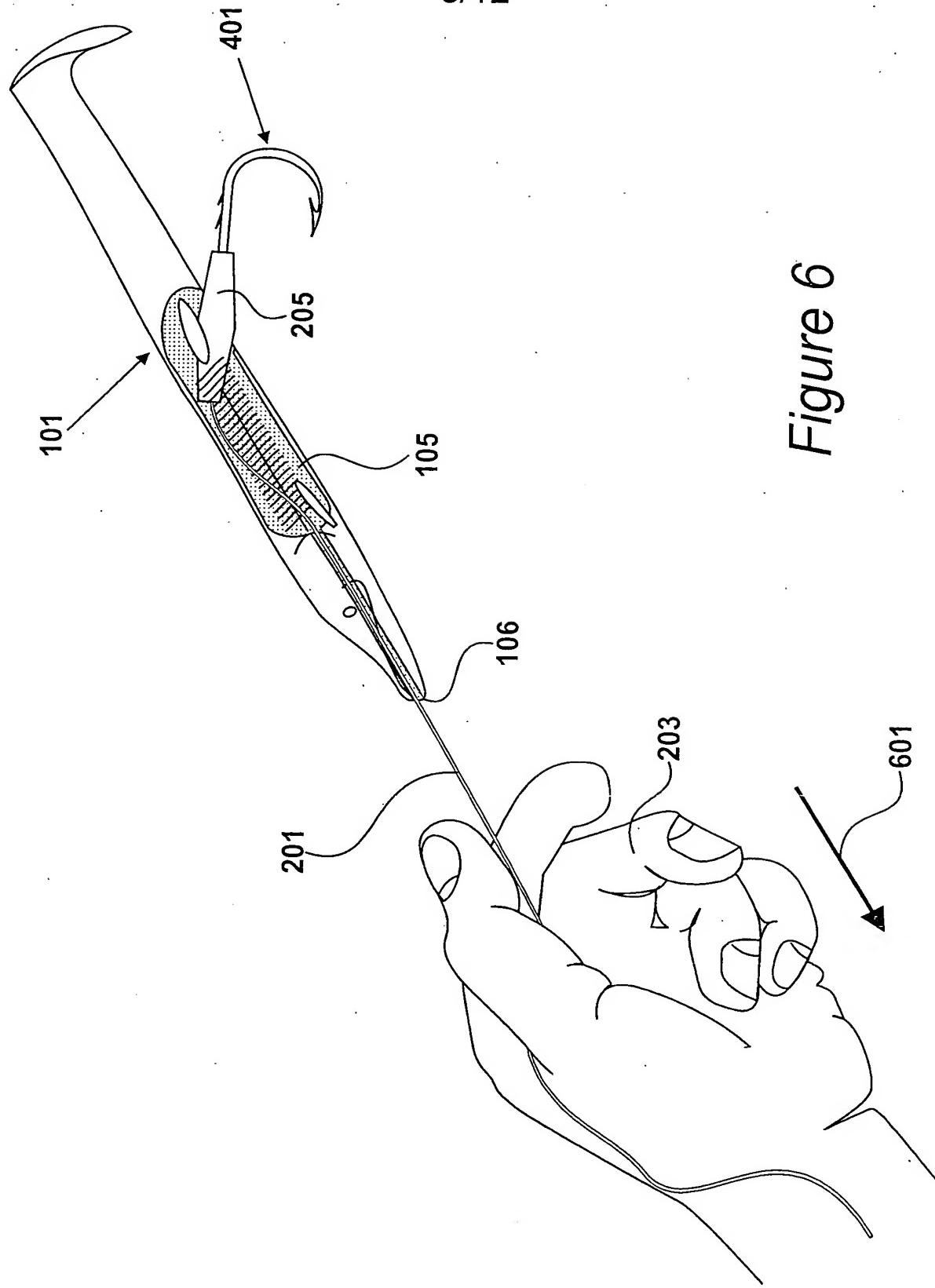


Figure 6

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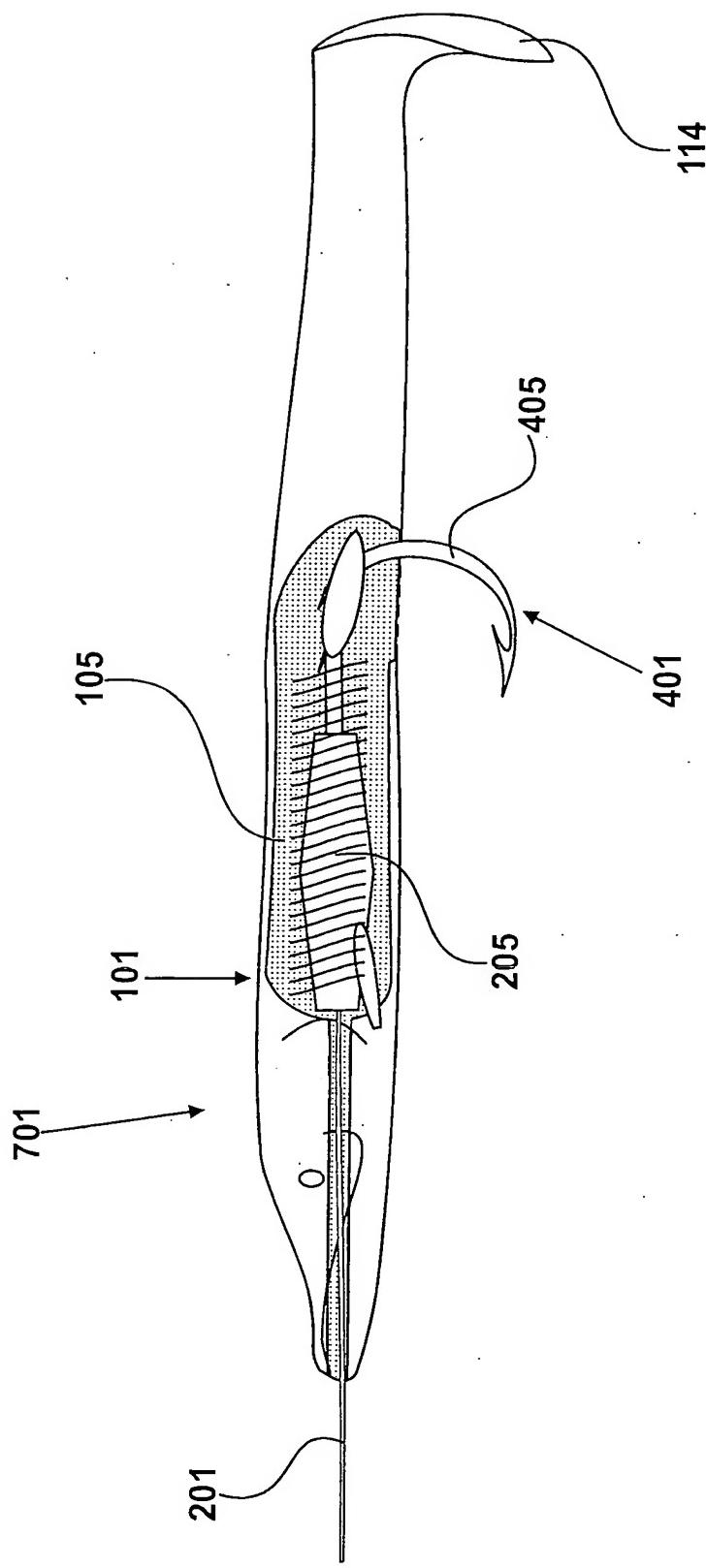


Figure 7

10/12

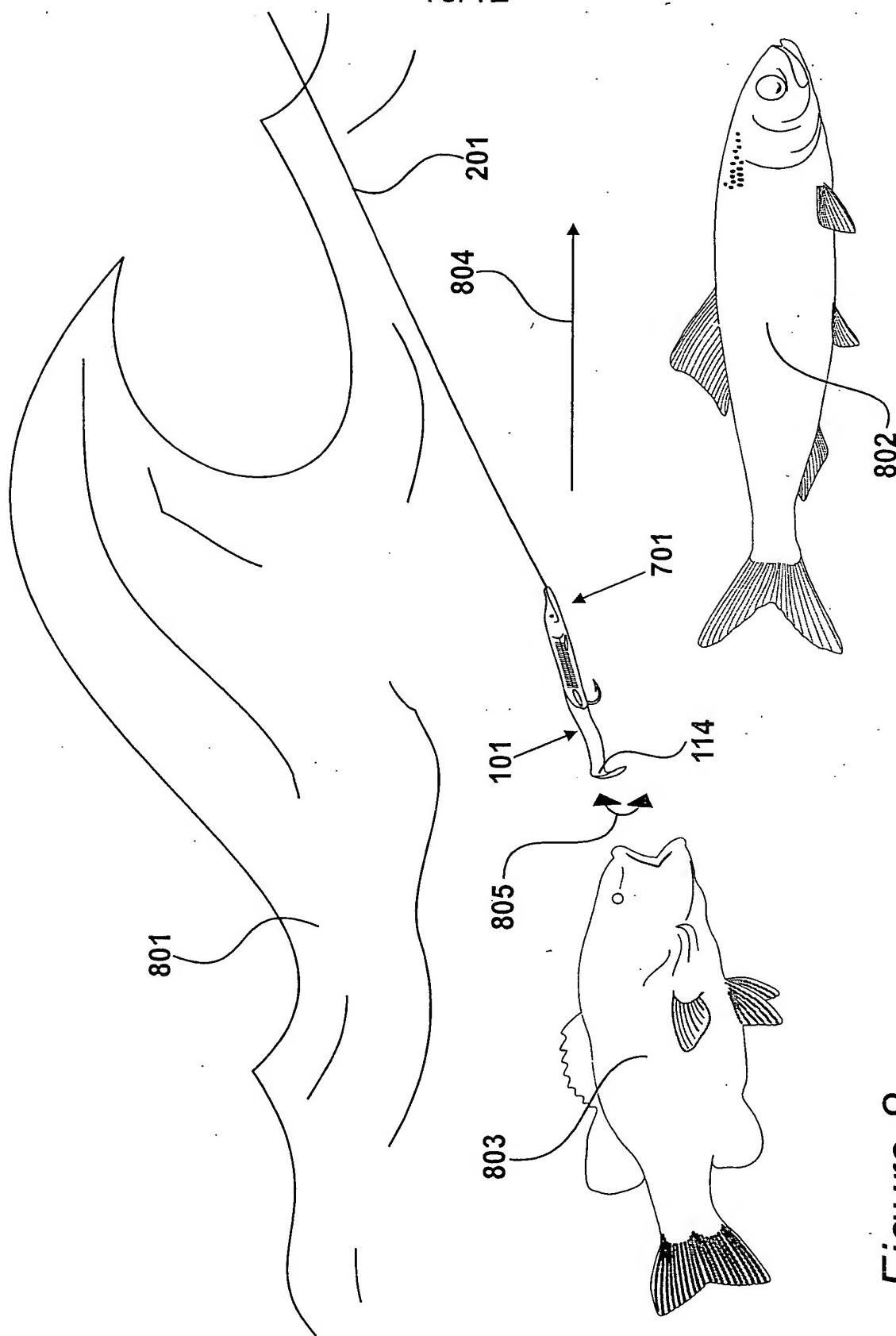


Figure 8

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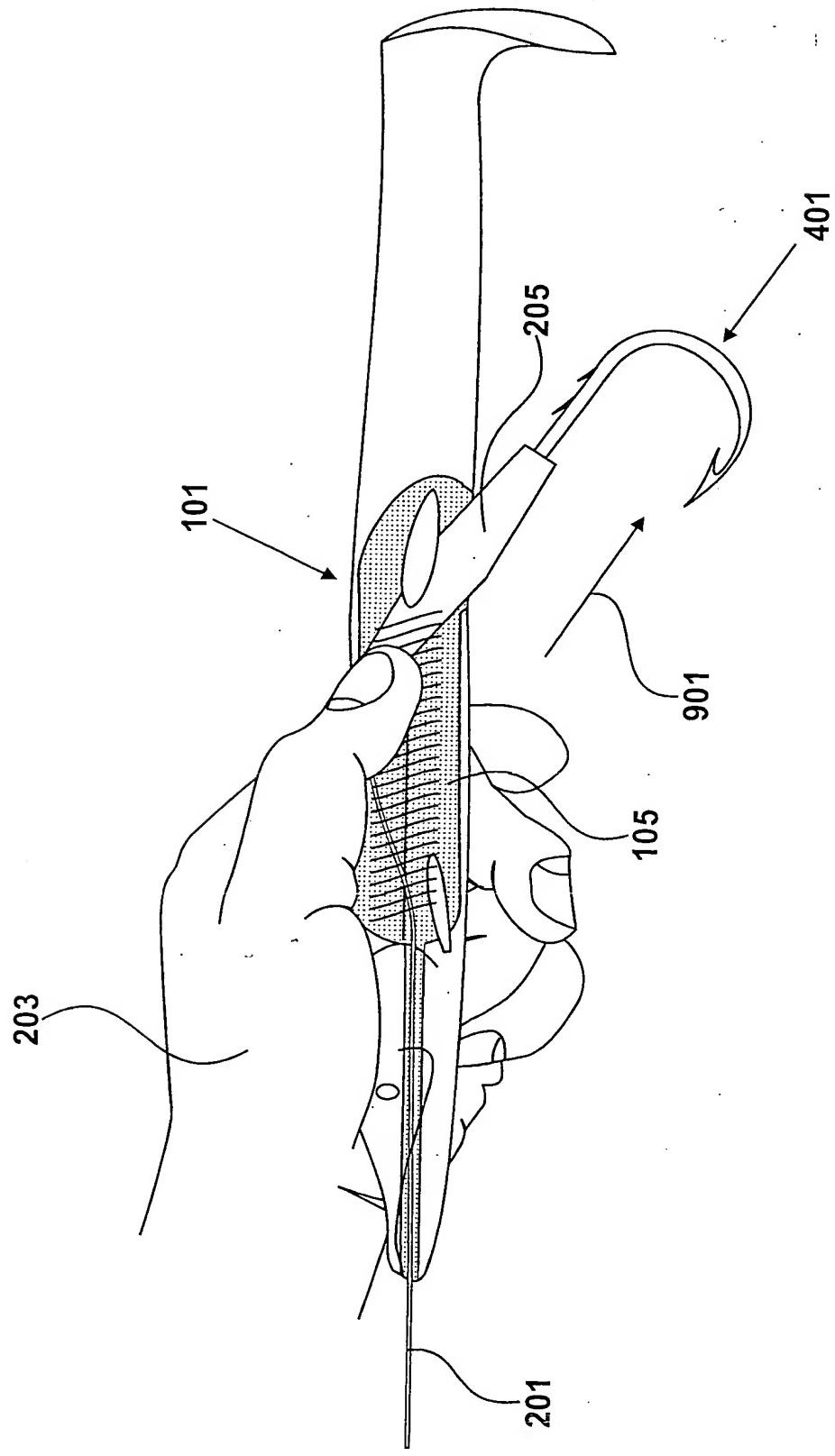


Figure 9

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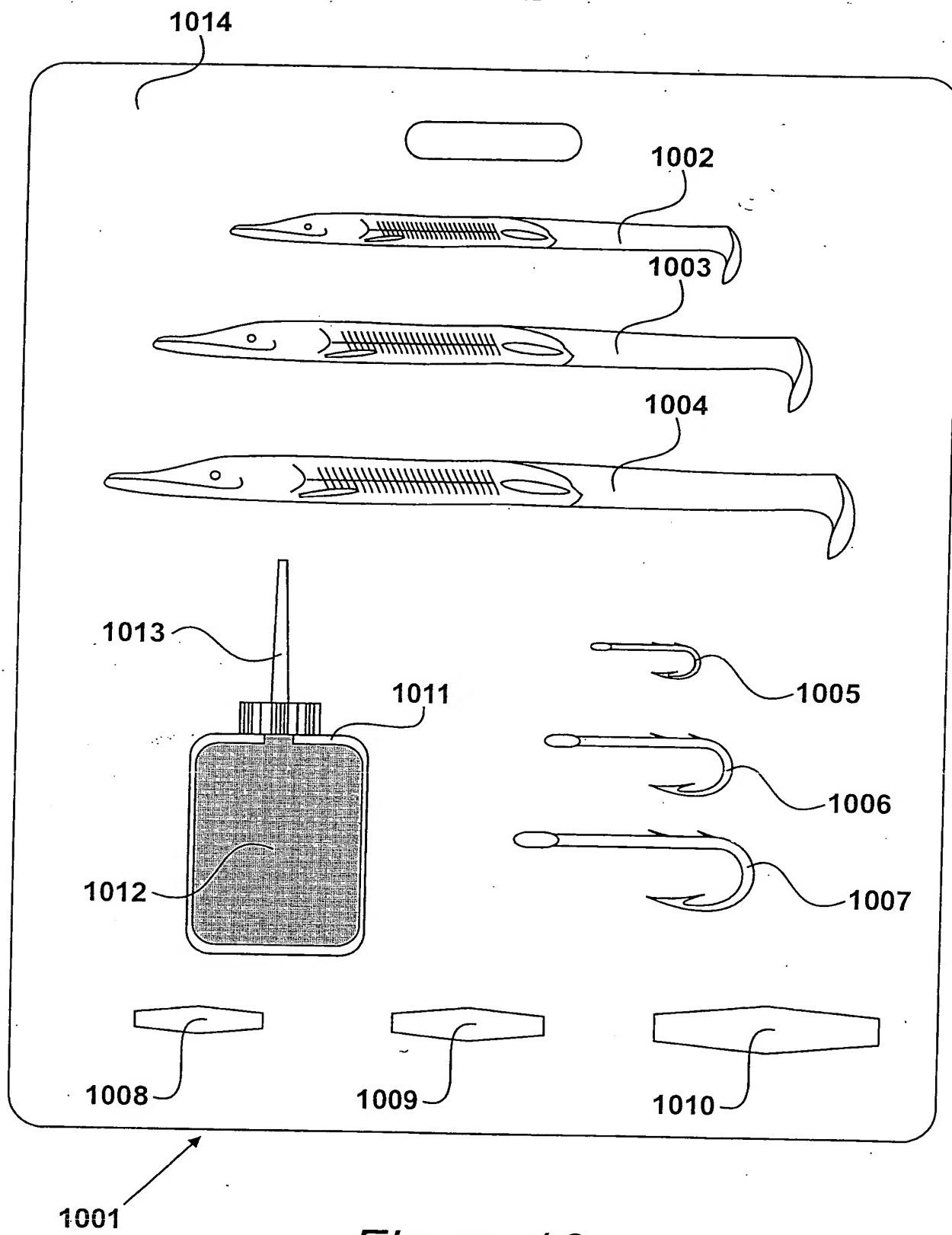


Figure 10